

Station WVBT-TV NORFOLK, VA. Agency () GMMB Rep Firm) PHILADELPHIA
Advertiser ().HIRSCHBIEL FOR CONG 3050 K ST NW Sales Office ()
Product PAUL HIRSHCBIEL WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1553 Agency C/P1/P2/E 106/113/1553 Salesperson Phone# 215-567-6005
Buyer Maura Gilroy Flight Dates 08/14/2012 - 08/20/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

-- CONTRACT COMMENT --

CLIENT: HIRSCHBIEL FOR CONGRESS SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	9A-10A	NATE BERKUS	:30	\$75.00	08/14-08/17	1	1	1	\$75.00	
	2	TU-F	10A-11A	MILLIONAIRE	:30	\$75.00	08/14-08/17	2	1	2	\$150.00	
	3	TU-F	730P-8P	ACCESS HOLLYWOOD	:30	\$300.00	08/14-08/17	1	1	1	\$300.00	
	*5	TU-F	10P-1045P	LATE NEWS	:30	\$1,000.00	08/14-08/17	1	1	1	\$1,000.00	
			Station Remark: V2 REVISED TO T-WED DT PSFTBALL ON TH/FR									
	6	TU-F	1045P-11P	SPORTSWRAP	:30	\$300.00	08/14-08/17	1	1	1	\$300.00	
	7	SA	10P-1045P	SATURDAY LATE NEWS	:30	\$700.00	08/18-08/18	1	1	1	\$700.00	
	8	SU	1045P-11P	SPORTSWRAP SUNDAY	:30	\$300.00	08/19-08/19	1	1	1	\$300.00	
	*9	TU-F	1130P-12A	30 ROCK	:30	\$150.00	08/14-08/17	1	1	1	\$150.00	
			Station Remark: V2 REV TO T-WED DT PSFTBALL ON TH/FRI									
	10	M	9A-10A	NATE BERKUS	:30	\$75.00	08/20-08/20	1	1	1	\$75.00	
	11	M	10A-11A	MILLIONAIRE	:30	\$75.00	08/20-08/20	1	1	1	\$75.00	
	12	M	730P-8P	ACCESS HOLLYWOOD	:30	\$300.00	08/20-08/20	1	1	1	\$300.00	
	13	M	10P-1045P	LATE NEWS	:30	\$1,000.00	08/20-08/20	1	1	1	\$1,000.00	
	14	M	1045P-11P	SPORTSWRAP	:30	\$300.00	08/20-08/20	1	1	1	\$300.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*15	F	8P-9P	HOUSE	:30	\$600.00	08/17-08/17	1	1	1	\$600.00	
Station Remark: V2 NA DT PSFTBALL.MGO: 8/18 9-10P (MOBBED)												

16	TU-F	12P-1P	AMERICA'S COURT	:30	\$100.00	08/14-08/17	1	1	1	\$100.00	
17	M	12P-1P	AMERICA'S COURT	:30	\$100.00	08/20-08/20	1	1	1	\$100.00	

--REPORT TOTALS--
Report Totals: 17 / \$5,525.00

--SALES MONTHLY TOTALS--

Aug 12: 17 / \$5,525.00
Sales Totals: 17 / \$5,525.00
Station Totals: 17 / \$5,525.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--	Market Totals	\$78,929	CATV 0%	WAVY 34%	WGNT 0%	WPXV 0%	WTKR 23%
			WTVZ 2%	WVBT 7%	WVEC 34%		

--COMPETITIVE COMMENTS--
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK ---
CASH IN ADVANCE

Last Received: 08/08/2012 4:53 PM

Showing Buylines: All Lines

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